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Sam A Sample  
123 Sample Street  
Sample City, US 12345-6789

## Introducing **MembersForLife**

with valuable new  
benefits and rewards for  
**being someone's hero.**

Dear Sam A Sample,

Blood Bank of Delmarva is pleased to introduce **Members for Life**, a new program that rewards your commitment to being a hero. Simply put, **Members for Life** is a partnership between you and BBD that is focused on saving lives – today and into the future.

You can participate in **Members for Life** by continuing to donate blood at least once a year and allowing us to contact you when we need your blood type. We're still putting the final touches on the program and we will continue to keep you updated as it's implemented.

In the meantime, here's a sneak peak at some of the new benefits:

- Earn points for each blood donation, which can be redeemed at an online **Members for Life** Rewards Store. (Coming Soon)
- Members are entitled to periodic health and wellness checks.
- Family members can now help save lives and donate blood by being part of the **Members for Life** program.
- Membership dues will no longer be charged.
- There will no longer be a system of donor credits.

### **What does the Members for Life program mean to your group?**

We still need your support as always. While you will no longer be charged annual membership dues, we do ask that you keep advocating our cause. Encourage those in your group to continue

*Over Please...*

### Be Someone's Hero. **Give Blood.**

As we celebrate our 60th anniversary of saving lives on the Peninsula, our message is as important today as ever. Your group's sponsorship has played a vital role in helping us provide the blood our community needs to save lives.



To schedule your next blood donation, call **1 888 8-BLOOD-8** or visit **DelmarvaBlood.org**

donating blood or make tax-deductible financial contributions. In addition, if you meet specific donor goals, your group will qualify for additional awards, recognition and added wellness benefits.

**Schedule an appointment now and earn DOUBLE points.**

You can take advantage of the **Members for Life** program immediately – just schedule an appointment to donate blood by March 31, 2014 and **you'll receive DOUBLE points to redeem in our new Rewards Store**. Encourage those in your group to do the same. And of course, you and your group members may make tax-deductible financial contributions at any time by calling **1 888 8-BLOOD-8** or visiting us online at **DelmarvaBlood.org**. To schedule an appointment to donate blood, call **1 888 8-BLOOD-8**, visit us online at **DelmarvaBlood.org**, or use the **BBD mobile app**.

We are excited about the **Members for Life** program, because it provides meaningful and tangible benefits for all of our members. Your support has provided a second chance to thousands of patients in our community and we thank you. We look forward to continuing this important partnership.

Sincerely,

A handwritten signature in black ink, appearing to read "Roy Roper".

Roy Roper  
President and CEO

P.S. The enclosed insert provides answers to questions you may have about the new program. You can also learn more by clicking the **Members for Life** link on our website at **DelmarvaBlood.org**.

Earn **DOUBLE POINTS** for use  
in our Rewards Store when you make  
a donation before March 31, 2014.

# Answers to Your Questions About MembersForLife

## *Can I continue to give blood while MembersForLife is being implemented?*

Absolutely! While the Membership Plan is changing, the need for blood on Delmarva has not changed. Please continue to give blood and/or platelets. We still need 350 donors a day to meet the needs of the 16 hospitals on Delmarva.

## *How is the MembersForLife program different?*

The MembersForLife program is designed to appeal to all types of donors by providing you with new and valuable benefits. Benefits include earning points for each blood donation, access to an online MembersForLife Rewards Store, and health and wellness checks. Members who give more frequently can qualify for advanced wellness benefits. What remains unchanged is the ongoing need for blood donors. This new program allows us to focus on our primary mission: providing enough blood for our community and the patients who need it.

## *How often will I be required to give blood?*

To belong to MembersForLife, all we ask is that you continue to donate blood at least once a year (or more) and allow us to contact you when needed



**Blood Bank**  
of Delmarva

**1 888 8-BLOOD-8 | DelmarvaBlood.org**

# Answers to Your Questions About MembersForLife

## *Why was the Blood Assurance Plan discontinued?*

When the Blood Assurance Plan (BAP) began 60 years ago, it provided coverage for costs related to blood that often were not covered by health insurance. With today's managed-care health plans however, hospitals no longer charge specifically for blood and blood products. As a result, our members were no longer receiving the tangible benefits they had previously experienced. Change was needed in order to provide substantial incentives for our members.

## *Do I still have to pay my annual membership dues?*

No. The annual membership dues have been eliminated. As always, Blood Bank of Delmarva would welcome any charitable, financial contributions to assist us with covering daily operational costs, and costs associated with recruiting new blood donors. Keep in mind that all financial contributions are tax-deductible.



*Schedule an appointment to donate blood today!*  
1 888 8-BLOOD-8 | [DelmarvaBlood.org](http://DelmarvaBlood.org)